

## KTXA PROGRAM/ISSUES REPORT

July 1-September 30, 2012

Attached are listings of broadcasts that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three months.

The Station produces and airs a regularly scheduled local public affairs show, *Plugged Into DFW*, Saturdays at 6:30am. The Station also runs a number of public service announcements throughout each quarter of the year.

KTXA

Quarterly Issues Report

July-September 2012

### *Plugged Into DFW*

Saturday, 7/7/12, 6:30am

#### "Pull 'Em Up"

Discussion centered on campaign by Dallas City Councilman Dwaine Caraway on his efforts to convince young men to "pull 'em up" and dispense with the "fashion" statement of "sagging" – i.e., having one's pants down so low to see their underwear. The interview segment was preceded by a news story on the topic that had previously aired on CBS 11 News. "Fair Park Revitalization": discussion centered on possible plans for revitalizing and updating Dallas' Fair Park complex into a year-round entertainment venue and destination. Again, this featured Councilman Caraway, and the interview was preceded by a news story on the topic that had previously aired on CBS 11 news. "Summer Policing Initiatives": discussion centered on summer crime fighting initiatives in Dallas and Fort Worth. Guests were Deputy Chief Daniel Garcia of Fort Worth Police Department and Deputy Chief Vernon Hale of the Dallas Fire Department. Interview was preceded by a news item on Fort Worth putting extra officers on beat patrols that had previously aired on CBS 11 News.

Saturday, 7/14/12, 6:30am

Expert Ashley Berges, author, life coach, and radio talk-show host shares her strategies to help women balance their personal lives as they battle potential emotional stress that can directly affect their hearts. Annie Potasznik with Safe Haven of Tarrant County talk about the overcrowding situation in domestic abuse centers in North Texas. Many women leave their homes to escape domestic violence in the summer when school is out. Blue Bell Ice Cream and the Austin Street Center are partnering for Christmas in July. On July 25 anyone who donates a duffle bag or suitcase at the Center will receive a free scoop of ice cream.

Saturday, 7/21/12, 6:30am

#### "Parkland/JPS Hospitals"

Discussion centered on both Parkland and JPS roles as county hospitals for Dallas/Tarrant County. History was discussed, as well as new initiatives and expansion at both hospitals. Both interviews were supported by file video from CBS 11 as well as archival photos supplied by hospitals. Guests: Walter Jones, SVP Facilities, Parkland; Jorie Klein, Director of Trauma, Parkland; Robert Earley, Pres/CEO of John Peter Smith Hospital. Additionally, public service follow ups were done on mosquito control, Ft. Worth animal service/hot weather pet tips, upcoming school vaccine coverage, and expansion of Ft. Worth's Ronald McDonald House.

Saturday, 7/28/12, 6:30am

Debra Adams, vice president of programs & services at the Greater Dallas Chapter of the Alzheimer's Association spoke about research, symptoms and treatment for Alzheimer's. In the first segment the program aired a package about how young people are now getting diseases that older people get one of those diseases is Alzheimer's. Debra then talked in general about the illness. In the second segment we aired a package by CBS11 Reporter Adrienne Bankhart on a new test for Alzheimer's. The tests detect amyloid plaque. In this segment Debra spoke about other tests, research and therapy available to patients.

Dallas Mayor Pro Tem Pauline Medrano and Dexter Henson, a Tarrant County Back To School Roundup board member will discuss Back to School Fairs being held in their areas. MAYOR'S BACK TO SCHOOL FAIR is Thursday, August 2 [www.mayorsbacktoschoolfair.com](http://www.mayorsbacktoschoolfair.com) . TARRANT COUNTY BACK TO SCHOOL ROUNDUP is Wednesday, August 8 [www.backtoschoolroundup.org](http://www.backtoschoolroundup.org). Registration is required for both. The last day to register for Dallas is Saturday, July 28. Fort Worth has several registration opportunities including Saturday, July 28.

Susan Newhouse and Stacey Losher are two local moms who are organizing the Just Between Friends (JBF) children's and maternity back-to-school consignment event. They talked about the event and have several items of clothing to show what people can buy or sell at the event. Local families sign up as consignors and earn up to 70 percent on everything they sell. Other families will be able to save between 50 and 90 percent on thousands of items – to help get ready for back to school and fall. All of the money from JBF stays in the local community and most goes back into the pockets of local families. This year they are partnering with the Buckner Children's Home of Dallas and sponsoring a school supply drive for the home.

The event kicks off Aug. 2 at the Mesquite Rodeo Hall. We have local moms who can talk about how to earn money as well as save money at the JBF event. .

Saturday, 8/4/12, 6:30am

Child Abuse/Sexual Child Abuse"

Discussion centered on detection, prevention, treatment for child abuse/sexual child abuse.

Show began with a recap of the Penn State Sandusky case, supported with KTVT video/graphics. We also ran the statewide number for reporting child abuse as a lower third throughout most of the program. Guests:

Marissa Gonzales, spokesperson for the Department of Family and Protective Services; Dennis Hutchins, Detective, Fort Worth Police Department Crimes Against Children unit; Julie Evans, Associate Director at the Alliance For Children; Kim Rocha, Prevention Specialist at the Alliance For Children; Julie Lovett, Assistant Director of Extended Education at TCU (she is also a Penn State graduate and talked some to that topic)

Saturday, 8/11/12, 6:30am

"DART"

Discussion centered on Dallas Area Rapid Transit and Trinity Railway Express. Show began with a recap of DART growth, lines, history. We discussed the new Orange Line, future Blue Line, DART security on buses and trains, DART to State Fair, recap of and lessons learned from the 2009 DART Texas/OU weekend disaster, and TRE future growth and ridership. Guests: Morgan Lyons, DART Media Chief.

Saturday, 8/18/12, 6:30am

Dallas school superintendent Mike Miles will be the guest to talk about his outlook for Dallas schools as the new superintendent. Ronnie Jessie with the Dallas Public Library will discuss a book festival taking place August 24-26 at the African American Museum at Fair Park.

Saturday, 8/25/12, 6:30am

Package on the new laws in Texas regarding concussions. Dr. Bryan Wasson with Baylor Medical Center at Irving gives viewers more information on concussions: how to detect, prevent and treat them. MDA...Show of Strength. Lauren Harris MDA Fort Worth Executive Director will talk about this year's telethon. Two packages.....one on kids and cell phones. What age is old enough to have one? Package on pooch hotel: luxury hotel for dogs. Rob Weiss, 2012 Heart Walk Chairperson, talks about Heart Walk. The Tarrant County Heart Walk event will be held on September 8th at 9:00 a.m. at The Fort Worth Stockyards. The Heart Walk is a free, three mile non-competitive event

Saturday, 9/1/12, 6:30am

Kidney Disease/Transplants" Discussed Chronic Kidney Disease/how to identify/how to get help Discussed kidney transplants with a mother/son transplant donor and recipient. Ran crawls throughout the show highlighting phone numbers for National Kidney Association and Donor Registry. Guests: Dr. Daniel Richey, Dallas Nephrology Associates; Dr. Larry Melton, Medical Director of Kidney and Pancreas Transplantation at Baylor University Medical Center in Dallas; Darla Hildebrandt, donor; Tyler Hildebrandt, recipient

Saturday, 9/8/12, 6:30am

Trailblazer Awards Luncheon

Details on The Family Place Trailblazer Awards Luncheon September 19. Guests: Paige Flink, executive Director of The Family Place and David Russell with Verizon. The luncheon honors those who support The Family Place and have made a difference in the effort to stop family violence.

Fort Worth city councilman Joel Burns

Brendan Higgins interview Fort Worth city councilman Joel Burns about being bullied as a child and coming out as a gay man.

Day in the District

This is an event in the FW Art District. Guests are Dustin Van Orne, Media Relations Coordinator for The Modern and Philip Gonzalez with the Fort Worth Museum of Science and History. Fort Worth Cultural District Museums and Community Arts Center Host Day in the District, September 22, 2012 from 10 a.m. to 5 p.m. Fort Worth's Cultural District is home to many acclaimed museums and cherished community organizations. These institutions are happy to announce the seventh annual Day in the District, a celebration of the rich and diverse cultural organizations in Fort Worth, with exciting, entertaining, and interactive programming and performances. The museums will offer free admission, and various performing arts organizations from Fort Worth will offer free performances in and around the district. Outdoor performances and events entice visitors out among the landscaped grounds. Visitors can park their cars and enjoy events and venues all day, as the district is pedestrian friendly with a circulator provided by the T. This festival is designed to invite local residents to enjoy the world-class cultural experiences offered in Fort Worth.

It also provides an opportunity for those who are not aware of the various organizations in our community to discover something wonderful and new. Participating Institutions: Amon Carter Museum of American Art Botanical Research Institute of Texas Fort Worth Botanic Garden Fort Worth Community Arts Center Fort Worth Museum of Science and History Kimbell Art Museum Log Cabin Village Modern Art Museum of Fort Worth National Cowgirl Museum and Hall of Fame Contact information for individual institutions:

Saturday, 9/15/12, 6:30am

The Turning Point Rape Crisis Center/Collin County” Discussion centered on incidence of rape in North Texas, on how The Turning Point rape crisis center helps victims recover. A rape victim told her story, as did a therapist, and a nurse examiner. We also ran the Turning Point number to their 24/7 rape crisis hotline as a lower third throughout most of the program. Guests: Jennifer Spugnardi - Executive Director, The Turning Point Rape Crisis Center; Heather Gerling, MA, LPC- Sexual Assault Therapist; Melissa Gnepper, RN, Sexual Assault Nurse Examiner; Jaime Theiss- former Turning Point client

Saturday, 9/22/12, 6:30am

Buddy Walk

Guests: 4 year old Brooke Garbe who has Down Syndrome.

Lindsay Klatzkin, Executive Director of the Down Syndrome Partnership of Tarrant County

They will talk about the Tarrant County Buddy Walk and that Brooke’s picture will appear on the billboard in Times Square Saturday, September 23 to kick off the New York Buddy Walk.

Suicide Prevention

Margie Wright, Executive Director of the Suicide and Crisis Center is the guests. She will talk about the symptoms and prevention.

It’s My Park Day

Shana Murff, Community Program Coordinator with Dallas Park and Recreation, representing the Park Department will talk about the department’s involvement with It’s My Park Day. On this day volunteers will help clean Dallas parks of trash. The other guest will be Amy Ebert of the White Rock Paddle Club. The White Rock Paddle Club uses canoes and kayaks to retrieve trash and other debris from the lake.

Voto Latino

Alonso Salas, with Voto Latino talked about getting people registered to vote. Voto Latino is a next-generation, constituency based organization that empowers American Latinos to claim a better future by voting.

Saturday, 9/29/12, 6:30am

“Tarrant County Meals on Wheels”

Discussion centered on Tarrant County Meals on Wheels; its relevance to community, the amount of people served and the needs of the organization. We also ran the Tarrant County Meals on Wheels phone number as a lower third throughout most of the program. Guests: Denise Harris, Media spokesperson; Mark Hill, Former Chairman of the Board; Michele Hahnfeld, Volunteer Driver